

REP HEADLINE# 6305745
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
SEP5/12 18.18
*** WFLA-TV ***

ADV # _____ ADV. NAME POLI/C MACK/R/SEN/FL REP. # _____ OFF. # _____ SALESMAN # _____
AGY # _____ AGY. NAME MCLAUGHLIN & ASSOCIATES BUYER NAME MARIANNE CAMPBELL

566 SOUTH ROUTE 303 SALES PRSN WA- MEGHAN MCGARR (H)
BLAUVELT, NY 10913

ORDER # _____ CONTRACT # 6305745 CLASS: NATL. _____ LOCAL _____ REGIONAL _____

PRDCT FRNDS OF CONNIE MACK EST#457 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP10/12 SEP14/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEPS/12 18.18

REP: NEW ORDER
TTL \$9,500 @9X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
FRIENDS OF CONNIE MACK

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: : LINE# : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 457

1			500P-530P	30		\$900.00	9/10	9/11	2		M-TU	2
PROGRAM : 5P NEWS												
CON COM1: 5P NEWS												
2			530P-600P	30		\$900.00	9/13	9/13	1		THU	1
PROGRAM : 530P NEWS												
CON COM1: 530P NEWS												
3			600P-630P	30		\$1,200.00	9/10	9/13	4		M-TH	4
PROGRAM : 6P NEWS												
CON COM1: 6P NEWS												

9/7/12 FCC (63)

REP HEADLINE# 6305745
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9398 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 SEP5/12 18.18
 *** WFLA-TV ***

LINE#	REP	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4		700P-730P	30		\$1,000.00	9/11	9/12	2		TU-W	2
PROGRAM : 7P NEWS											
CON COM1: 7P NEWS											

SEP/12 \$9,500.00 CONTRACT TOTAL \$9,500.00
 TOTAL SPOTS 9

MARKET TOTALS \$26,020 WFLA 37% WFTS 21% WTSP 5% WTVT 37% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%
 SHARES ACCURATE EXCEPT WFTS WHICH IS ESTIMATED.
 SVC- NSI
 DEMOS- RA35+*

McLaughlin & Associates - NY
566 South Route 303
Blauvelt NY 10913

Connie Mack/ R/ Senate/ FL
Submission Number 761 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Connie Mack/ R/ Senate/ FL	Submission Cost: 9500	Campaign Ref: E:120906073
Buyer: ...	Client/Product/Estimate: . / /457	Sales Rep: HRP Washington, DC
Schedule Dates: 09/10/12 to 09/16/12	Weeks: 1	Order Ref: 06305745
Est./PO Number: 06305745	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Frnds Of Connie Mack	Booking Group: WFLA	Key Market: Tampa-St Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	Total	Cost
1	M-F 5p News MT....	03	900	30 Comme	Nbr of Spots	2	1800
2	M-F 530p News ...T...	03	900	30 Comme	Nbr of Spots	1	900
3	M-F 6p News MTWT...	03	1200	30 Comme	Nbr of Spots	4	4800
4	M-F 7p News .TV....	03	1000	30 Comme	Nbr of Spots	2	2000
Weekly Totals: Total Spots(Ord Spots)					9	9	

Grand Totals		Month 9 Weeks: 5	
Totals		09/10	
Spots	9		9
Cost	9500		9500

Grand Totals: Spots: 9 Gross Total: 9,500.00

Commission:	1,425.00
Net Total:	8,075.00



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

48825
McLaughlin & Associates - NY
566 South Route 303
BLAUVELT NY 10913

REP_: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV_: Connie Mack/ R/ Senate/ FL
PROD: Frnds Of Connie Mack

2012
INVOICE DATE 09/30/12 E:120906073
ORDER TYPE Political WFLA
INVOICE NUMBER 0100032692
PAGE 1 BROADCAST MONTH 08/27/2012 - 09/3
SCHEDULE DATES 9/10/12- 9/16/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: . / . /457
Desc: 06305745

SCHEDULE						ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH	M/G	FOR PRODUCT DESCRIPTION	PRICE	REMARKS
M-F 5p News	900.00	1	2	9/10	MO	05:22P	30		*WFLA :30 Commercial	900.00	
				9/11	TU	05:12P	30		CMFR0823H	900.00	
M-F 530p News	900.00	2	1	9/13	TH	05:54P	30		*WFLA :30 Commercial	900.00	
M-F 6p News	1200.00	3	4	9/10	MO	06:12P	30		*WFLA :30 Commercial	1200.00	
				9/11	TU	06:23P	30		CMFR0823H	1200.00	
				9/12	WE	06:18P	30		CMFR0823H	1200.00	
				9/13	TH	06:23P	30		CMDFO911H	1200.00	
M-F 7p News	1000.00	4	2	9/11	TU	07:09P	30		*WFLA :30 Commercial	1000.00	
				9/12	WE	07:24P	30		CMFR0823H	1000.00	
Total Airtime Gross Spot Revenue:							9,500.00				

PERIOD COST 9,500.00

9 Total Units
ACTUAL GROSS BILLING 9,500.00
AGENCY COMMISSION 1,425.00
NET DUE 8,075.00
SUB-TOTALS Debits .00
Credits .00
TOTAL RECONCILING .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER Connie Mack/ R/ Senate/ FL
PRODUCT Frnds Df Connie Mack

INVOICE NUMBER 0100032692
BROADCAST MONTH 08/27/2012 - 09/30
AMOUNT DUE 8,075.00

REMIT TO:

*00224

000048825
McLaughlin & Associates - NY
566 South Route 303
BLAUVELT NY 10913

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



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